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ನಗರ ವಿಶ್ವವಿದ್ಯಾನಿಲಯ



**BENGALURU
CITY UNIVERSITY**

Office of the Registrar, Central College Campus, Dr. B.R. Ambedkar Veedhi, Bengaluru – 560 001.
PhNo.080-22131385, E-mail: registrar@bcu.ac.in

No.BCU/BoS/NEP/BHM / 113 /2024-25

Date: 12.07.2024

NOTIFICATION

- Sub: BHM VII & VIII Semesters Syllabus of Bengaluru City University-reg.
Ref: 1. University Notification No. BCU/BoS/Syllabus/Commerce/176/2023-24
dated: 22.09.2023
2. Approval of the Academic Council in its meeting held on 12.07.2024
3. Recommendations of the BoS in Commerce (UG)
4. Approval of the Vice-Chancellor dated: 12.07.2024

In pursuance to the recommendations of the BoS in Commerce (UG) and the approval of the Vice-Chancellor cited at reference (3 & 4) above, the BHM VII & VIII Semester Syllabus of Bengaluru City University effective from the academic year 2024-25, is hereby notified for information of the concerned.

The copy of the Syllabus is notified in the University Website: www.bcu.ac.in for information of the concerned.


REGISTRAR
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To:

The Registrar (Evaluation), Bengaluru City University, Bengaluru.

Copy to;

1. The Dean, Faculty of Commerce, BCU.
2. The Chairman & Members of BoS in Commerce (UG), BCU.
3. The P.S. to Vice-Chancellor/Registrar/Registrar (Evaluation), BCU.
4. Office copy / Guard file / University Website: www.bcu.ac.in



BENGALURU CITY UNIVERSITY

CHOICE BASED CREDIT SYSTEM

**(Semester Scheme with Multiple Entry and Exit Options for
Under Graduate Course- as per NEP 2020)**

**Syllabus for VII & VIII Semester
BHM Course**

2024-25

PROCEEDINGS OF BOS MEETING

Proceedings of the meeting of the BOS-BHM Course as per the NEP structure for the academic year 2024-25 held on 2nd July 2024 at the Department of Commerce, PK Block, Bengaluru City University, Bengaluru 560009.

The board has reviewed and approved the course matrix and syllabus for Seventh and Eight semesters of the above mentioned courses. The board authorized the chairperson to make the necessary changes.

MEMBERS PRESENT:

1.	Dr.Jalaja .K.R	Dean and Chairperson , Department of Commerce,BCU	Chairperson
2.	Dr.Padmaja.P.V	Principal , MLA Academy Of Higher Education, Bengaluru	Member
3.	Dr.Rajkumar	HOD , Department Of Business Studies,Mount Carmel College.	Member
4.	Dr.Parvathi	Principal Vet First Grade College, Bengaluru	Member
5.	Dr.Thomas Mathew	Army Institute of Hotel Management , Bengaluru	Member
6.	Dr.Devendra M	Principal, Maharishi Institute of Management.	Co-Opted Member
7.	Mr.Amalan E	Co-Ordinator, KLE Sciety's S. Nijalingappa College, Rajajinagar	Co-Opted Member
8.	Mr.Gopi Anand R	Assistant Professor, KLE Society's Nijalingappa College, Rajajinargar ,	Co-Opted Member
9.	Mr.Karthikeyan K	Assistant Professor, Program Manager, School of Hospitality and Tourism, AIMS, Bangalore	Co-Opted Member
10.	Mr.Keith Shirlvin Nigil K	Assistant Professor, Welcome Group School of Hotel Administration	Co-Opted Member
11.	Mr.Vishnu S Jingade	Assistant Professor, School of Hospitality and Tourism, AIMS, Bangalore	Co-Opted Member


Dr. JALAJA. K R, M.COM., MBA., Ph.D
Dean & Chairperson
Department of Commerce
Bengaluru City University

Chairperson- BOS

BHM
BACHELOR OF HOTEL MANAGEMENT DEGREE

NEP 2024-25 onwards

COURSE MATRIX

VII SEMESTER

Subjects	Paper	Instruction Hrs./week	Duration of Exam (hrs.)	Marks			Credits
				CIA	SEE	Total	
Foreign Language-Basic French	HM 7.1	03	2.5	40	60	100	3
Advanced Food Production (Theory)	HM 7.2	03	2.5	40	60	100	3
Advanced Food Production (Practical)	HM 7.3	04	04	25	25	50	2
Advanced Accommodation Management (Theory)	HM 7.4	03	2.5	40	60	100	3
Advanced Accommodation Management (Practical)	HM 7.5	04	04	25	25	50	2
Research Methodology	HM 7.6	03	2.5	40	60	100	3
Airline & In-Flight Services	HM 7.7	03	2.5	40	60	100	3
Total				250	350	600	19

BHM
BACHELOR OF HOTEL MANAGEMENT DEGREE

NEP 2024-25 onwards

COURSE MATRIX
VIII SEMESTER

Subjects	Paper	Instru ction Hrs./ week	Duration of Exam (hrs.)	Marks			Credits
				CIA	SEE	Tot al	
Professional Specialization Theory (<i>Any One</i>) 1. Indian Cuisine 2. International Cuisine 3. Bakery and Confectionery 4. Restaurant Operations 5. Bar Operations 6. Fine Dining Operations 7. Front Office Operations 8. House Keeping Operations	HM 8.1	02	2.5	20	30	50	2
Professional Specialization Practical (<i>Any One</i>) 1. Indian Cuisine 2. International Cuisine 3. Bakery and Confectionery 4. Restaurant Operations 5. Bar Operations 6. Fine Dining Operations 7. Front Office Operations 8. House Keeping Operations	HM 8.2	05	05	30	120	150	6
Entrepreneurship for Hospitality (<i>Any One – Corresponding to the Specialisation Paper</i>) 1. Culinary Entrepreneurship 2. Food Service Entrepreneurship 3. Hotel Entrepreneurship 4. House Keeping Entrepreneurship	HM 8.3	03	2.5	40	60	100	3
Research Project Report & Viva-Voce	HM 8.4	06	-	--	120 Report 30 Viva Voce	150	6
Total				130	270	400	17

7th SEMESTER

Name of the Program: **BACHELOR OF HOTEL MANAGEMENT (BHM)**

Semester: **VII**

Name of the Course: **FOREIGN LANGUAGE -BASIC FRENCH**

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs.	45 Hrs.
Syllabus:		Hours
UNIT 1 : Introduction to Basics of French Language		10
1.1 Alphabets and their pronunciation 1.2 Les Accents (The Accents) 1.3 Pronoms Sujets (Subject Pronoun) 1.4 Change of Gender 1.5 Les Verbes (The Verbs) 1.6 Les Nombres (The Numbers) Cardinal & Ordinal 1.7 How to tell time in French? 1.8 Formules De Politesse (Basic Greetings) 1.9 Poids et Mesures (Weights and Measures)		
UNIT 2 : Conjugation of First Group of Verbs & Basic Terminology		10
2.1 Conjugation of First group of verbs 2.2 Les Articles Definis et In definis (The definite and Indefinite Articles) 2.3 Self Introduction and Introducing Others 2.4 Days of the week ; Months of the year and date 2.5 Nom Des Legumes En Francais (Name of Vegetables in French) 2.6 Nom Des Fruits en Francais (Name of the Fruits in French)		
UNIT 3: Conjugation of Second Group of Verbs; Adjectives and Prepositions; Name of the Countries and Nationalities		10
3.1 Nom Des Pays En Francais Et Des Nationalites (Name of the Countries and the Nationalities in French) 3.2 Conjugation of Second Group of Verbs 3.3 Adjectives of place 3.4 Prepositions of Place 3.5 La Description D'un Endroit (Votre Ville /L'endroit Touristique) Describing a place (your city/ Tourist Place)		
UNIT 4: Vocabulary & Conjugation of Third Group Verb and Irregular Verbs		15
4.1 Conjugation of Third Group Verbs and Irregular verbs in Present tense 4.2 Vocabulaire : Decrire Une Famille (Vocabulary : Describing a family) 4.3 Name of the Dairy Products and Cereals in French 4.4 Negation 4.5 Adjectifs Demonstratifs (Demonstrative Adjectives) 4.6 Simple Translation 4.7 Oral/ Conversation (in French) i. Conversation between Waiter and Client ii. Conversation between Receptionist and Client – Situation 1 iii. Conversation between Receptionist and Client – Situation 2 iv. Conversation between Receptionist and Client – Situation 3 v. Conversation for booking an Air Ticket		

Bengaluru City University, Bengaluru
VII Semester BHM – NEP Scheme, Foreign Language : Basic French

Time : 2 ½ Hours

TOTAL = 60 MARKS

SECTION – A

Answer any 10 Questions out of 12.

(10X5=50 Marks)

1. Verbs Conjugation (Present Tense) - 5 Marks
2. Articles - 5 Marks
3. Adjectives & Prepositions - 5 Marks
4. Negation - 5 Marks
5. Name of the Fruits - 5 Marks
6. Name of the Vegetables - 5 Marks
7. Countries and nationalities - 5 Marks
8. Time in French - 5 marks
9. Describing Tourist Place - 5 Marks
10. Self-Introduction and Others intro - 5 Marks
11. Dates/Days/Months - 5 Marks
12. Simple Translation - 5 Marks

SECTION – B

Answer the question.

(1x10 = 10 Marks)

13. A. Dialogue /Conversation Writing Situation 1
OR
B. Dialogue /Conversation Writing Situation 2

Name of the Program: **BACHELOR OF HOTEL MANAGEMENT (BHM)**

Semester: **VII**

Name of the Course: **ADVANCED FOOD PRODUCTION THEORY**

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs.	45 Hrs.
Syllabus:		Hours
Unit 1		15
Basic Of Bakery and Patisserie Revision:- Flour, Sugar, Leavening Agents, Fats & oils, Bread terms, Bread making Cake Making:- Formula Balancing - 08 golden rules of cake making - Methods of cake making - Physical & chemical changes - Cake faults & Precautionary methods Frozen Desserts:- Introduction and History - Types (Ices, Ice Milk and Ice Cream) - Spuma, Granita, Sorbet, Parfait, Casatta, semi-fredo, Gelato, Bombe, Frozen Yogurt - Manufacturing & processing of ice-cream		
Unit 2		15
Meringues:- Introduction - Types and methods – Precautions - Use and Storage Sugar Craft:- Tools & Equipment - Sugar Craft Techniques - Flower making - Sugar garnishes - 3D gum paste modelling - Wedding cake Chocolate:- History - Manufacturing process of chocolate & cocoa powder - Types - Tempering - Use and storage		
Unit 3		15
Icings and Toppings:- Classification with advantages & disadvantages - Shelf life – Types Colours & Flavours:- Types – (Normal & Artificial) - Rules given by FDA International Desserts:- Names & Country of Origin - Glossary terms (bakery & confectionery) Bakery layout – The required approvals for setting up of a Bakery – Government procedure and Bye-laws.		
BOOK REFERENCES: 1. Nicollelo, L. G. Dinsdale, J., (1991), Basic Pastry Technique, Hodder & Stoughton, London. 2. Russell, Joan, (1964), Creative Cake Decoration, Leonard Hill, London. 3. Laver, Norma, (1996), The Art of Sugar craft Piping, Chancellor Press , London 4. Gisslen, Wayne, (1997), Professional Baking , 2nd Ed., John Wiley & Sons, New York Sutherring, Jane, (1996), Ice Creams Sorbets and Other Cool Delights, JG press, USA Note: Latest edition of textbooks and reference books may be used		

Name of the Program: **BACHELOR OF HOTEL MANAGEMENT (BHM)**

Semester: **VII**

Name of the Course: **ADVANCED FOOD PRODUCTION PRACTICAL**

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
2 Credits	4 Hrs.	60 Hrs.

Syllabus:

Week 1: International Bread and Cakes 1 - Foccacia, Grissini, Zuccoto

Week 2: International Bread and Cakes 2 - Panettone, Lavash, Mousse Cake

Week 3: International Bread and Cakes 3 - Pita, Epi, Cheese Cake (baked/chilled)

Week 4: International Bread and Cakes 4 - Brioche, Ciabatta, Pretzels

Week 5: Pastries and Cookies 1 - Quiche Lorraine, Mud pie, 1 piped cookie

Week 6: Pastries and Cookies 2 - Danish/Croissant, Brandy snap, 1 dropped cookie

Week 7: Pastries and Cookies 3 - Key lime pie, Baklava, 1 rolled cookie

Week 8: Desserts 1 - Parfait/Granita, Chocolate lava, Bombe/Baked Alaska

Week 9: Pavlova/Vacherin, Croque-em-bouche, Caramel candies & caramel sauce

Week 10: Wedding Cake - Marzipane Cake, Fruit Cake

Week 11: Fondant, Royal Icing, Modelling & Moulding

Week 12: Piping /Royal Icing Techniques, Flowers

Name of the Program: **BACHELOR OF HOTEL MANAGEMENT (BHM)**

Semester: **VII**

Name of the Course: **ADVANCED ACCOMMODATION MANAGEMENT THEORY**

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs.	45 Hrs.

Syllabus:	Hours
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Unit 1	15
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Inventory Control and Stock management – Financial Analysis and Budgeting – Meaning and Importance – Types of Budgets – Operational, Capital, Cash Flow and Master budgets – Budget Preparation and execution – Cost Control – Guest Rooms, Public Areas, Linen Rooms – Cost Control – Cleaning Materials and Supplies, Horticulture – Purchasing – Principles, Stages and Types – Budget Variance Analysis

Unit 2	15
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Role of Rooms division personnel in Sales and Marketing – In-house sales – Meaning and Importance – Planning a Point-of -sale in Rooms division – Theories of Motivation and its application in hotels – Up selling and Upgrading – Sales Training Programs for Rooms division personnel – Incentive Programs for In-house sales – Ethical aspects of In-house sales - Determining and Screening Employee Hospitality Qualities – Training for Empowerment

Unit 3	15
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Sustainable Practices in Hotels – Green certifications and standards (LEED, Green Key, etc.) – Energy and water conservation strategies – Waste reduction and recycling programs – IoT applications in smart rooms and guest services – Wellness facilities and services (spas, fitness centers, etc.) – Impact of platforms like Airbnb and Vrbo – Comparison with traditional hotel models – Future Trends and Innovations – Emerging technologies and their potential impact – Predictions for the future of hospitality

BOOK REFERENCES:

1. Hotel Management and Operations by Donney F Rutherford and Michael J O’Fallon.
2. Managing Housekeeping Operations, Michael M Kappa
3. Landscape Construction by David Sauter
4. Sustainable Tourism: Theory and Practice by David A. Fennell and Richard E. C. Weaver
5. The New Hospitality Industry: Trends and Issues by Peter Jones

Note: Latest edition of textbooks and reference books may be used

Name of the Program: **BACHELOR OF HOTEL MANAGEMENT (BHM)**

Semester: **VII**

Name of the Course: **ADVANCED ACCOMMODATION MANAGEMENT PRACTICAL**

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
2 Credits	4 Hrs.	60 Hrs.

Syllabus:

Week 1: Stock Taking and Inventory Checklist

Week 2: Preparation of Housekeeping Staffing Guide

Week 3: Cost Benefit Analysis in Housekeeping

Week 4: Revenue Management Calculation

Week 5: Break Even Analysis

Week 6 & 7: Budget Variance Analysis with graphical representation

Week 8: Selling Techniques

Week 9: Situation Handling – Operational Situations

Week 10: Situation Handling – Managerial Situations

Week 11: Design an eco-friendly hotel room or facility.

Week 12: Future Hotel Trends Scenario Planning

Name of the Program: **BACHELOR OF HOTEL MANAGEMENT (BHM)**

Semester: **VII**

Name of the Course: **RESEARCH METHODOLOGY**

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs.	45 Hrs.
Syllabus:		Hours
UNIT 1 RESEARCH : MEANING, TYPES, SCOPE AND SIGNIFICANCE		10
1.1 Introduction 1.2 Meaning of Research 1.3 Definition of Research 1.4 Characteristics of Research 1.5 Types of Research 1.6 Methodology of Research 1.7 Formulation of Research Problem 1.8 Research Design 1.8.1 Meaning of Research Design 1.8.2 Characteristics of Research Design 1.8.3 Steps in Research Design 1.9 Concept of Hypothesis 1.9.1 Characteristics and Qualities of Good Hypothesis 1.9.2 Functions of Hypothesis		
UNIT 2 : SAMPLING DESIGN AND DATA COLLECTION		08
2.1 Introduction 2.2 Meaning of sampling 2.2.1 Sampling Design 2.2.2 Characteristics of Sampling Design 2.3 Types of sample design. 2.4 Data in research 2.4.1 Importance of accuracy in Data Collection 2.4.2 Types of data 2.4.3 Methods of collecting primary data 2.4.4 Sources of secondary data		
UNIT 3 : PROCESSING AND ANALYSING DATA		08
3.1 Introduction 3.2 Defining data processing and analysis 3.3 Editing 3.4 Coding 3.5 Classification and tabulation 3.6 Presentation of Data 3.7 Interpretation of Data meaning 3.8 Methods of data analysis		
UNIT 4 : REPORT WRITING		08
4.1 Introduction 4.2 Types and steps involved in writing report 4.3 Layout of the research report 4.4 Mechanics of writing a research report 4.5 Challenges of a good writing		
UNIT 5: FIELD WORK AND UGC GUIDELINES		11

5.1 Field Work in Hospitality Research

5.2 Researching Hoteliers in the outdoors; challenges in fieldwork; online fieldwork; online surveys

5.3 Important research journals in Hospitality & Hotel Management

5.4 Introduction to Infolibnet & UGC Infonet, shodhganga portal, google books and google scholar.

5.5 Concepts and types of plagiarism and UGC Guidelines of Plagiarism.

PRACTICAL COMPONENT:

CASE STUDY: Each student will have to select and study a research paper published in peer reviewed journal and present a seminar on it, discussing the various elements of research methodology applied in the study. This seminar shall be considered for internal assessment component.

PRACTICAL ACTIVITY: Designing of data collection tools, data collection, data entry and analysis.

GROUP ACTIVITY: A simple research study should be designed in the classroom and tools to design. The students, in a group of 3 or 4 shall practice field work at nearby Hotels/ area of study to collect data, and evaluate the process in the class room to know the dynamics of field work in Hospitality.

Books for Reference:

1. CM Hall (Ed), Field work in tourism: Methods, Issues and reflections, Routledge.
2. Chris Ryan, Researching Tourist Satisfaction- issues, concept, problems, Routledge, London.
3. James M. Poynter (1993), How to Research and Write a Thesis in Hospitality and Tourism: A Step-By-Step Guide for College Students, Wiley
4. Ritchie, Goeldner, Travel, Tourism and Hospitality research- A handbook for Managers and researchers, John Wiley & Sons.
5. C. R. Kothari, Research Methodology.
6. Krishnaswami and Ranganathan, Methodology of Research in Social Sciences, Himalaya Publishing
7. Clark, M, Riley, M, Wikie, E and Wood R.C (1998), Researching and Writing Dissertations in Hospitality and Tourism, ITBP
8. Jennings G (2001), Tourism Research, John Wiley and Sons.
9. A J Veal (2006) Research Methods for Reference:
10. CM Hall (Ed), Field work in tourism: Methods, Issues and reflections, Routledge.
11. Chris Ryan, Researching Tourist Satisfaction- issues, concept, problems, Routledge, London.
12. James M. Poynter (1993), How to Research and Write a Thesis in Hospitality and Tourism: A Step-By-Step Guide for College Students, Wiley
13. Ritchie, Goeldner, Travel, Tourism and Hospitality research- A handbook for Managers and researchers, John Wiley & Sons.
14. C. R. Kothari, Research Methodology.
15. Krishnaswami and Ranganathan, Methodology of Research in Social Sciences, Himalaya Publishing
16. Clark, M, Riley, M, Wikie, E and Wood R.C (1998), Researching and Writing Dissertations in Hospitality and Tourism, ITBP
17. Jennings G (2001), Tourism Research, John Wiley and Sons.
18. A J Veal (2006) Research Methods for Leisure and Tourism- A practical Guide, Prentice Hall, Essex.
19. Levent Altinay & Alexandros Paraskevas, Planning Research in Hospitality and Tourism, Butterworth Heinemann
20. hods for Leisure and Tourism- A practical Guide, Prentice Hall, Essex.
21. Levent Altinay & Alexandros Paraskevas, Planning Research in Hospitality and Tourism, Butterworth Heinemann

Name of the Program: **BACHELOR OF HOTEL MANAGEMENT (BHM)**

Semester: **VII**

Name of the Course: **AIRLINE & IN-FLIGHT SERVICES**

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs.	45 Hrs.

Syllabus:	Hours
Unit 1	15

Overview of the Airline Industry – History and evolution of airlines – Major players and market segmentation – Key departments and their functions – National and International aviation regulations (e.g., IATA, ICAO) – Legal and safety standards – Cabin Crew Roles and Responsibilities – Hierarchy and teamwork in the cabin

Unit 2	15
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Service Excellence in the Air – Standards of service and hospitality - Enhancing passenger comfort and satisfaction – In-flight Meal Codes – In-flight meal and beverage service procedures - Managing dietary restrictions and special requests – Handling Passenger Needs – Dealing with special needs passengers (e.g., elderly, disabled) – Managing difficult situations and complaints

Unit 3	15
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Safety Protocols and Equipment – Overview of safety equipment and its usage – Pre-flight safety checks and briefings – Evacuation procedures and emergency protocols – Handling medical emergencies and in-flight incidents – Customer Service and Passenger Handling – Impact of technology on in-flight services (e.g., Wi-Fi, entertainment systems) – Emerging trends in airline services – Challenges and opportunities for the future of in-flight services

Visit: Arrange visits to airlines or aviation training centers or airport for practical exposure. Report need to be submitted by students with photo annexed

BOOK REFERENCES:

1. Introduction to Air Transport Economics: From Theory to Applications by Dr. Bijan Vasigh
2. The Airline Industry and the Impact of Deregulation by Darryl Jenkins
3. Cabin Crew Training Manual by Airline Training Publications
4. Industry Reports and Journals (e.g., Journal of Air Transport Management)

Note: Latest edition of textbooks and reference books may be used

8th SEMESTER

VIII Semester BHM

8.1 Professional Specialization Theory (Any One)

1. Indian Cuisine
2. International Cuisine
3. Bakery and Confectionery
4. Restaurant Operations
5. Bar Operations
6. Fine Dining Operations
7. Front Office Operations
8. House Keeping Operations

Syllabus for this Paper

(From Basic to Advanced Level, and Application and Emerging Trends)

From First Semester to Seventh Semester Coverage of syllabus

Question Paper Pattern

Answer any three questions out of 5 questions (3 x 10=30)

(Questions based on the Practical or application Oriented)

08 different question papers of three sets each to be prepared.

8.2 Specialization Practical's (Any one)

1. Indian Cuisine
2. International Cuisine
3. Bakery and Confectionery
4. Restaurant Operations
5. Bar Operations
6. Fine Dining Operations
7. Front Office Operations
8. House Keeping Operations

Syllabus for this Paper

(From Basic to Advanced Level, and Application and Emerging Trends)

From First Semester to Seventh Semester Coverage of syllabus

Practical Examination Pattern

6 Concepts in the each areas of the Specialization to be examined and in addition to that

Practical Journal with proper grooming to assessed.

(6 Concepts , each concept for 20 Marks , Total 6 x 20 = 120 Marks)

Name of the Program: **BACHELOR OF HOTEL MANAGEMENT (BHM)**

Semester: **VIII**

Name of the Course: **CULINARY ENTREPRENEURSHIP**

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs.	45 Hrs.
Syllabus:		Hours
UNIT 1 : CULINARY BUSINESS CONCEPTS AND MENU		15
Introduction to Conventional and Unconventional food business, Regulations, Infrastructure and technology requirement. Innovative and Creative Menu: Design, Develop, Nutritional Aspects, Presenting Menus.		
UNIT 2 : FOOD AND BEVERAGE & QUALITY MANAGEMENT		15
Recipe and Food Costing, Cost Control , Inventory Management, Ethical Consideration, Material Handling. Quality Management : Quality Planning, Quality Assurance, Quality Control		
UNIT 3 MARKETING AND BUSINESS PLAN		15
Essentials of Food an Beverage Marketing, Strategies, Branding, Product Life Cycle. Business Plan: Executive Summary, Description, Marketing Analysis, Marketing Plan, Competitive Analysis, Operating Plan, Financial Projection.		
Books for Reference :		
1. Montagne Prosper(2007) Gastronomie Larousse : The World's Greatest Cookery Encylclopedia, Hamlyn 2. Fuller John (1985) The Professional Chefs Guide to Kitchen Management, New York Wiley and Sons. 3. Wayne Gissien (2022) Professional Cookery, 5 th Edition, United State, Wiley and Sons. 4. Charlotte Turgeon(1985), The Encyclopedia of Creative Cooking, New York, Gramercy.		
Note: Latest edition of textbooks and reference books may be used		

Name of the Program: **BACHELOR OF HOTEL MANAGEMENT (BHM)**

Semester: **VIII**

Name of the Course: **FOOD SERVICE ENTREPRENEURSHIP**

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs.	45 Hrs.
Syllabus:		Hours
UNIT 1 INTRODUCTION		15
Introduction to Restaurant Entrepreneurship: History, Concepts, Forms of Restaurant Ownership, Finance Agencies, Trends and success factors. Steps in Establishment of a New Restaurant: Identifying the Business Opportunity, Market Feasibility, Financial Viability, Business Plan, Pre Opening Phase, Soft Launch and Grand Opening. Technological Applications.		
UNIT 2 PLANNING AND DEVELOPMENT		15
Planning the Physical Facility: Back of the House Areas, Kitchen and Service Area – Coffee Shop, Speciality Restaurant, Banqueting Facility, Bar, Patisserie, Budgeting, Ethical Practices, Technological Applications. Development of Workforce: Budgeting, Organisational Design, Determination of staffing levels, Creation of Job Specification and Job Descriptions. Employment Process, Training, Ethical Practices, Technological Application.		
UNIT 3 MENU AND MARKETING STRATEGIES		15
Developing and Designing of Menu: Menu Content, Pricing, Measuring Menu Strength, Menu Design, Menu Alternatives, Technological Applications Pre-Launch Marketing Strategies: Development of Marketing Plan, Value Proposition, Positioning, Advertising and Promotion, Pricing as Marketing tool, Prelaunch Marketing Activities and Cost, Ethical Practices, Technological Applications.		
Books for Reference: <ol style="list-style-type: none">1. Brown Robert Douglas (2007), The Restaurant Managers Hand Book, UK Atlantic Publishing Group.2. Sweeney Kep(2014) The New Restaurant Entrepreneur, Chicago, Dearborn Trade Publishing.3. Staff of Entrepreneur Media, 2016, Start Your Own Restaurant, Entrepreneur Press Publisher.4. Tanaji, 2015, 200 Hotel and Restaurant Management Training Manuals, Create Space Independent Publishing Platform.5. Enz A Cathy 2010, Hospitality Strategies Management Concept and Cases. Wiley.		
Note: Latest edition of textbooks and reference books may be used		

Name of the Program: **BACHELOR OF HOTEL MANAGEMENT (BHM)**

Semester: **VIII**

Name of the Course: **HOTEL ENTREPRENEURSHIP**

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs.	45 Hrs.
Syllabus:		Hours
UNIT 1 INTRODUCTION		15
Introduction to Entrepreneurship : Definition, Entrepreneur, Types of Entrepreneurs, Growth and Development of Entrepreneurial Activities, Entrepreneurial success and failures. Introduction to Hotel Entrepreneurship : Types of Hotels, Concepts, Trends, Types of Hotel Ownership and Starting a Venture.		
UNIT 2 NEW ENTREPRENEURIAL VENTURES & PLANNING		15
Concepts of Starts-ups, Types of Hotel Startups. Pre-Planning : Understanding the Market, Market Feasibility and Financial Viability, Business Plan, Ethical practices, Benefits for ShePreneur, Pre-opening Phase, Soft Launch, Grand Opening.		
UNIT 3 PLANNING AND DEVELOPMENT		15
Planning the facility: Rooms, Types, Food and Beverage Outlets, Kitchens, Other Facilities, Business Centre, Spa, Front Office, Back Area and Back Office including House Keeping Facility, Ethical Practices. Development of Work Force : Budgeting, Organisational Design, Determination of Staffing Levels, Employment Process, HR Policies, Training, Ethical Practices, Technological Applications.		
Books for Reference: <ol style="list-style-type: none">1. Brookes Maureen, Altinay Levent (2015), Entrepreneurship in Hospitality and Tourism - A Global Perspective, Goodfellow Publishers.2. Drucker Peter (2006) Innovation and Entrepreneurship, Harper Business3. Roy Rajeev (2011) Entrepreneurship, Second Edition, Oxford Higher Education.4. Rimmington Michal, Williams Clare, Morrison Alison(1998) Entrepreneurship in the Hospitality, Routledge		
Note: Latest edition of textbooks and reference books may be used		

Name of the Program: **BACHELOR OF HOTEL MANAGEMENT (BHM)**

Semester: **VIII**

Name of the Course: **HOUSEKEEPING ENTREPRENEURSHIP**

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs.	45 Hrs.

Syllabus:	Hours
UNIT 1 INTRODUCTION	15

Planning and Organizing Housekeeping Department of a Hotel : Areas of Housekeeping responsibility, Area inventory list and Frequency schedules, Performance and productivity standards, Recycled and Non-recycled Inventories, Sustainable and Ethical Practices, Job Lists and Job Description, Job Breakdown.
Preopening Hotel Project: Layout, Countdown for Opening a new Property, Three months in advance, Two months in advance, Weeks to go . Snag list.

UNIT 2 BUDGETING AND BUDGETARY CONTROL	15
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The Budget Process, Capital Budget, Operating Budget, Cost per occupied Room, Income Statement, Estimating Housekeeping expenses, Budget Goals, Methods of Budgetary Control, Ethical Practices.
New Workforce: Labour Market, Staffing Guide, Job Specification, Fixed and Variable Staff Positions, Selection process, Training, Employee Benefits, Employee Turnover, Ethical Practices.

UNIT 3 HOUSEKEEPING START-UPS	15
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Roadmap to Start an Entrepreneurial Venture in House Keeping, Investment, Budgeting of a new venture, Branding, Resource Management, Technology, Digital Marketing.

Books for Reference:

1. Schneider Madelin, Tucker Georgina and Scoviak Mary(1999) The Professional Housekeeper, New York, John Wiley and Sons Inc
2. Raghubalan and Smritee Raghubalan, Hotel Housekeeping, India, Oxford University Press.
3. Guinn Vonda, Owning and Operating a successful cleaning business in less than a week, Carolina, CreateSpace Independent Publishing Platform
4. Gordon Robert(2009) Start and Run a Successful Cleaning Business: The Essential Guide to building a Profitable company how to books, UK Little Brown.

Note: Latest edition of textbooks and reference books may be used

VIII Semester BHM

8.4 Research Project Report and Viva Voce

Subject : AREA OF SPECIALISATION

RESEARCH BASED - PROJECT WORK

**(STUDENT CHOICE OF ANY ONE TOPIC IN THE AREA OF
SPECIALISATION)**

Type of Project :-

This project should be based on a field study and independent research leading to the area of specialization chosen by the student in the fourth year. The student in consultation of the faculty guide should select an appropriate topic which is acceptable to the Board of Examiners. The topic should bear relationship to the subject specialization of the student.

PRACTICALS IN SPECIALISATION – PROJECT WORK

FOOD PRODUCTION/ BAKERY AND CONFECTIONERY

OBJECTIVE :- To be skilled in one particular cuisine and to confident in all aspects of the cuisine from menu planning to preparation of dishes.

FOOD AND BEVERAGE SERVICE

OBJECTIVE :- To ascertain the supervisory skills and management abilities of the students.

FRONT OFFICE OPERATIONS

OBJECTIVE :- Comprehensive case studies (a must for specialization in Front Office)

HOUSEKEEPING OPERATIONS

OBJECTIVE :- Case studies and situation on accommodations handling
